CLAIMS:

- A method comprising:
 placing a first side of an output medium on a gray backing material; and
 measuring color values for imagery formed on a second side of the output
 medium.
- 2. The method of claim 1, wherein the gray backing material has a color value in a range of approximately thirty to seventy percent neutral gray.
- 3. The method of claim 1, wherein the gray backing material has a color value of approximately fifty percent neutral gray.
- 4. The method of claim 1, wherein the gray backing material has a color value of approximately 50 to 90 L*, approximately 5 to 15 a*, and approximately 5 to 15 b*.
- 5. The method of claim 1, wherein the gray backing material has a color value of approximately 80 L*.
- 6. The method of claim 1, wherein the output medium comprises paper.
- 7. The method of claim 1, wherein the output medium comprises film.
- 8. The method of claim 1, further comprising generating a color profile based on the measured color values.
- 9. The method of claim1, further comprising forming the imagery on the second side of the output medium using a color printer.
- 10. The method of claim 9, wherein the color printer is one of an inkjet, laser, or dye transfer printer.

- 11. The method of claim 1, wherein the imagery comprises a plurality of color elements representing a range of colors.
- 12. The method of claim 1, further comprising measuring the color values using one of a colorimeter and a spectrophotometer.
- 13. The method of claim 1, further comprising generating a color profile based on the measured color values, and transforming a color image based on the color profile.
- 14. A system comprising:

an output medium;

a gray backing material upon which is placed a first side of the output medium; and

a measurement device oriented to measure color values for imagery formed on a second side of the output medium.

- 15. The system of claim 14, wherein the gray backing material has a color value in a range of approximately thirty to seventy percent neutral gray.
- 16. The system of claim 14, wherein the gray backing material has a color value of approximately fifty percent neutral gray.
- 17. The system of claim 14, wherein the gray backing material has a color value of approximately 50 to 90 L*, approximately 5 to 15 a*, and approximately 5 to 15 b*.
- 18. The system of claim 14, wherein the gray backing material has a color value of approximately 80 L*.
- 19. The system of claim 14, wherein the output medium comprises paper.

- 20. The system of claim 14, wherein the output medium comprises film.
- 21. The system of claim 14, further comprising a processor that generates a color profile based on the measured color values.
- 22. The system of claim14, further comprising a color printer that forms the imagery on the second side of the output medium.
- 23. The system of claim 22, wherein the color printer is one of an inkjet, laser, or dye transfer printer.
- 24. The system of claim 14, wherein the imagery comprises a plurality of color elements representing a range of colors.
- 25. The system of claim 14, wherein the measurement device includes one of a colorimeter and a spectrophotometer.
- 26. The system of claim 14, further comprising a processor that generates a color profile based on the measured color values, and transforms a color image based on the color profile.
- 27. A machine-readable medium comprising color profile data defining a color response for a color imaging device, wherein the color profile data identifies a gray backing material for an output medium associated with generation of the color profile.
- 28. The machine-readable medium of claim 27, wherein the gray backing material has a color value in a range of approximately thirty to seventy percent neutral gray.
- 29. The machine-readable medium of claim 27, wherein the gray backing material has a color value of approximately fifty percent neutral gray.

- 30. The machine-readable medium of claim 27, wherein the gray backing material has a color value of approximately 50 to 90 L*, approximately 5 to 15 a*, and approximately 5 to 15 b*.
- 31. The machine-readable medium of claim 27, wherein the gray backing material has a color value of approximately 80 L*.

32. A method comprising:

printing a plurality of color elements on an output medium;

placing a side of the output medium opposite the color elements on a gray backing material, wherein the gray backing material has a color value in a range of approximately thirty to seventy percent neutral gray;

measuring color values for the color elements formed on the output medium; and generating a color profile based on the measured color values.

- 33. The method of claim 32, wherein the gray backing material has a color value of approximately fifty percent neutral gray.
- 34. The method of claim 32, wherein the gray backing material has a color value of approximately 50 to 90 L*, approximately 5 to 15 a*, and approximately 5 to 15 b*.
- 35. The method of claim 32, wherein the gray backing material has a color value of approximately 80 L*.
- 36. The method of claim 32, wherein the output medium comprises one of paper and film.

37. A system comprising:

an output medium;

a color printer to print a plurality of color elements on the output medium;

a gray backing material upon which is placed a side of the output medium opposite the color elements, wherein the gray backing material has a color value in a range of approximately thirty to seventy percent neutral gray;

a measurement device to measure color values for the color elements formed on the output medium; and

a processor to generate a color profile based on the measured color values.

- 38. The system of claim 37, wherein the gray backing material has a color value of approximately fifty percent neutral gray.
- 39. The system of claim 37, wherein the gray backing material has a color value of approximately 50 to 90 L*, approximately 5 to 15 a*, and approximately 5 to 15 b*.
- 40. The system of claim 37, wherein the gray backing material has a color value of approximately 80 L*.
- 41. The system of claim 37, wherein the output medium comprises one of paper and film.